

Exhibit I

new



ultreo™

the ultrasound toothbrush

The only power
toothbrush

to combine
groundbreaking
ultrasound
waveguide
technology with
precisely tuned
sonic bristle
action.

An experience
unlike any other
a deep, long-lasting
feeling of clean.

Ultreo
The Ultimate
Ultrasound Clean.

new

Ultreo features



Sonic bristles with power tip
Sonic action bristles with power tip
create bubbles in your mouth and
clean away plaque upon contact



Ultrasound waveguide
Channels ultrasound energy into
the bubbles in your mouth

Ultra-slim neck
Allows for easy access to the back
of the mouth

Snap-on brush head
Easy to remove and a snap to clean

Slim-wristed handle
Ergonomically designed handle fits
perfectly in the hand for comfort
and easy maneuvering around
the mouth



Auto shut off timer
Automatically shuts off after the
dental professional-recommended
2 minutes of brushing time



Brushing interval signal
Signals every 30 seconds to
help you clean all areas of your
mouth equally



Programmable ultrasonic
brush head replacement indicator
When it's time to change your
brush head, the word "Replace"
will illuminate. Programmable for
1 or 2 users per handle



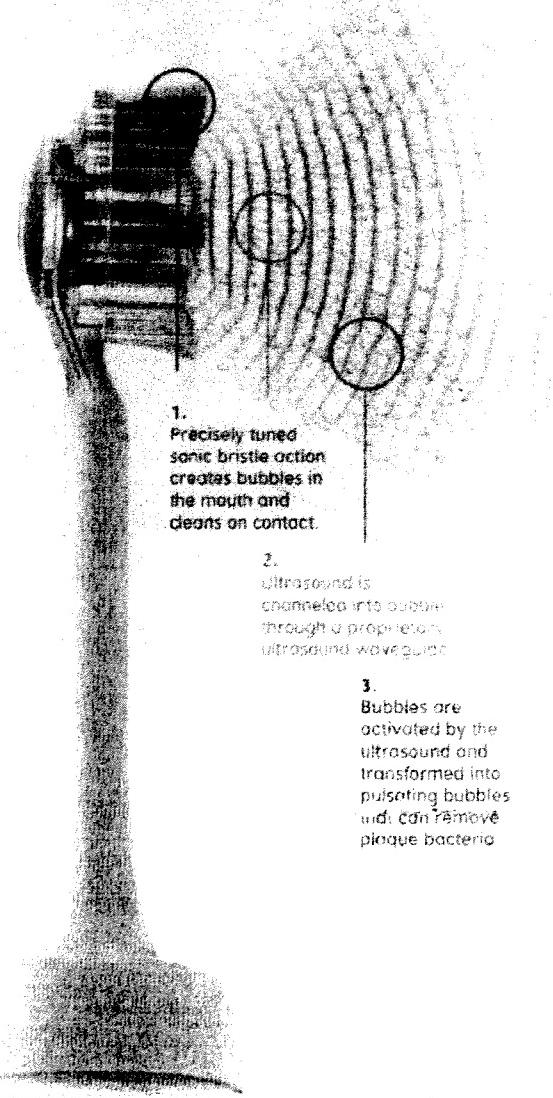
Battery charge status indicator
Tells you the level of charge on the
battery. With a full charge, you can
use Ultreo for up to 28 brushings
without additional charging

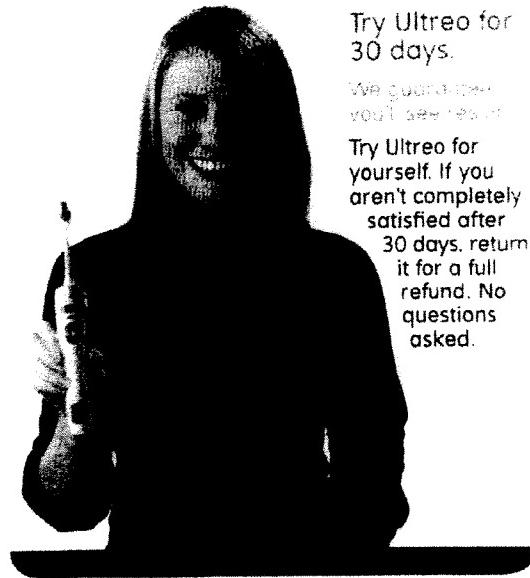
Charger base and wall plug
Ultra-compact and ultra-sleek with
a universal voltage wall plug



The difference is Ultrasound

Ultreo™ is the first power toothbrush to combine the forces of ultrasound waveguide technology with precisely tuned sonic bristle action. Ultreo's bristles create bubbles in the mouth that are powerfully activated by nearly 4 million cycles of ultrasound energy channeled by a proprietary ultrasound waveguide. As these bubbles expand and contract, they're able to remove plaque bacteria. Ultreo — a safe, yet powerful cleaning combination of ultrasound-activated pulsating bubbles and sonic bristle action for a gentle, deep, long-lasting feeling of clean.





Try Ultreo for
30 days.

We guarantee
you'll see results.

Try Ultreo for
yourself. If you
aren't completely
satisfied after
30 days, return
it for a full
refund. No
questions
asked.

Here's what you can expect

A deep clean

Ultreo's combination of ultrasound
waveguide technology and sonic bristle
action can remove hard-to-reach plaque
bacteria that bristle action alone can
leave behind.

A fast clean

Ultreo has been clinically proven to remove
up to 95% of plaque from hard-to-reach
areas in the first minute of brushing.

Naturally whiter teeth

Ultreo has been clinically proven to remove
surface stains for naturally whiter teeth in
just 14 days.

Improved gum health

Ultreo has been clinically proven to reduce
gingivitis in just 30 days.

A safe and gentle clean

Ultreo is shown to be safe and gentle for
everyday use on gums, natural tooth
surfaces and dental work.

A long lasting clean

More than half the people who used Ultreo
in a recent study thought the feeling of clean
after brushing lasted longer than with the
power toothbrush they normally use.

A brushing experience before valve

9 out of 10 people who used Ultreo in a
recent study thought their teeth felt smooth
and clean after brushing. And 7 out of 10
preferred Ultreo to the power toothbrush
they normally use.

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877.4.ULTREO (877.485.8736)

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U.S. and International patents pending.

Model number: Ultreo U-1

Universal voltage:
100-240 Vac, 50-60 Hz, 2.6W

Made in the USA with US and
International components.
Printed in USA.



Box material and plastics
are recyclable



Contains no cadmium, lead or mercury.
Dispose of properly.

SKU: DISP PACK
LOT: 1807

5001008

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